



The Bank of Montreal has Never Wavered in Its Course . . .

In times of expansion or depression, in the best and the worst of economic conditions, Canadians have looked to rely upon the unwavering safety and helpful service of the Bank of Montreal.

Older than the Dominion itself, yet young as the latest sound business enterprise of Canada, this bank keeps among and efficient by pursuing its traditional policy of banking practice combined with safety for depositors, and by adjustment of its services to the demands of modern business.

When dealing with this institution, you have the assurance of safety and good banking service, whether your account be large or small.



BANK OF MONTREAL

Established 1817

ROYAL ASSETS IN EXCESS OF \$750,000,000

Georgetown Branch: D. WILSON, Manager



HE DID

William Wrigley Jr., who was 70 years old, was a successful merchant. He convinced not only the United States that it was proper and profitable to chew gum, but he spread his ideas throughout the world despite the ridicule he had to overcome. He made the Chicago Cubs one of the most successful baseball teams, financially, in the country, setting record after record for attendance. He gave the philosophy of his salesmanship several years ago in these words:

"Tell 'em quick and tell 'em often. You must have a good product in the first place, and something that people want, for it's easier to row downstream than up." Explain to folks plainly what you have to sell, do it in as few words as possible—and keep everlastingly coming at them.

PAN ADVERTISING

Advertising is pretty much like running a furnace. You've got to keep on shovelling coal. Once you stop stoking, the fire goes out. It's strange that some people's imaginations can't compass this fact.

Wrigley "kept shovelling coal" into whatever he did, whether it was the merchandising of gum, the promotion of Catalina Island or Arizona real estate properties, the establishment of the Chicago Cubs in the hearts of baseball fans, the satisfaction of his greatest personal ambition—a World Series' pennant, or philanthropy.

The success of the Late William Wrigley Jr. was attained through Consistent and Persistent Newspaper Advertising

Dressed for Dinner

By JANE OSBORN

WHEN HALDWIN felt a species of self-consciousness as he straitened into the treading house dining room that evening night of his wedding, there, dressed in his tuxedo, he was aware that there was nothing out of the way in his appearance. No one, of course, would know that the reason he was thus formally dressed was because he had had one business suit at present in which, after he had returned from the office a quarter of an hour ago, he had discovered a note pinned to his coat that said it was necessary to take it to the tailor for repairs.

The two Landers at Mrs. Haldwin's sat at one end of the table, for his slight embarrassment Wren began to talk of the weather to the girl sitting at the other end of the table.

As he was talking he noticed that Miss Ames and Miss Drow glanced across the table and when she could justly turn her attention from him she looked lightly across and said: "Hello, my dear, how are you?"

"Why, my dear, I'm fine," said the girl addressed as Miss Drow. "What made you ask that?"

"Then you are expecting company," said Miss Ames, "and with the family party that she seemed to think living under the same boarding house roof permitted. Wren Haldwin's setting the water soup before him felt a surprising thing of joyousness. He had noticed this girl—Miss Drow as they called her—that morning in her trim dark business suit and noticed that the lovely grey eyes shined with dark long lashes.

After dinner the boarders adjourned to the hearing room parlor and he asked there if for another reason than to postpone the time of going to their insouciantly heated rooms.

"I suppose you're going out," said the girl.

"Oh, to be sure," said Wren, remembering the suit at the tailor's and wondering somehow whether Miss Ames knew of his errand there.

Then a pleasant man of sixty named Brown approached Wren.

"If you weren't going out I'd ask you to make up a table of boys," he said. "There'd be my wife and I and Miss Drow if we could get a fourth. It's too chilly to go up yet."

"I'll play," said Wren, and then, "only I imagine Miss Drow will have another partner presently."

But apparently Miss Drow had no other partner. The table was opened, Mrs. Brown went to the kitchen, cards and the four sat down with Miss Ames constituting an uninvited audience with her chair drawn up between that of Wren and Miss Drow.

Wren's jealousy abated, and as it abated his admiration for her increased. All eyes were looked at the clock and saw that the hands pointed to half-past nine. He happened to be playing dummy at the time, so without much ceremony about it he rose and out for a few minutes. These seeing his coat and hat in the hall he hurried around the corner to the tailor about the tailoring thought that it might any minute close for the night quickening his step. Back in the boarding house hall he tucked his suit under his coat and hastened to his room. Then back to the card table.

"Did you get what you went after?" asked Miss Ames, and Wren with all the mechanicalness of his routine said that he did. Then when it was eleven and time to go to bed, Mrs. Brown said that it had been a very nice party, and a very dressy one.

Mr. Brown, too, she added significantly, Mr. Brown took his wife's arm on one side and Miss Ames on the other and started for the stairs. "We old folks will go along and let you youngsters put up the table," he said, almost dragging the unwilling Miss Ames with him.

Then over the table Wren felt that he ought to make an explanation—perhaps a complete confession to begin with would be best.

"So that's why I had to hurry out at half-past nine," he finished his explanation. "I would have explained then only that little Miss Ames was so anxious to know more than that."

Miss Drow laughed delightedly. She explained, too. "I'm terribly poor myself," she said, "but before we lost anything I did dress in the best and my first position was as a resident social secretary where I was expected to dress. Now I am working in an office, but it seemed so silly here and I just made up my mind that I'd feel a lot more cheerful if I dressed—as long as I have the old evening dress on hand." Their hands met as they were folding the card table cover and for a few seconds Wren held the girl's in his.

"I'll dress for dinner every night," said Wren. "Just so Miss Ames won't suspect you had a special reason."

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But before many months had passed the boarders had more than that to talk about. Wren and Miss Drow were married and went to live in an expensive little apartment a few blocks away—where they didn't dress for dinner.

WORKMAN'S COMPENSATION STATEMENT

There were 325 accidents reported to the Workmen's Compensation Board during the month of March, as compared with 2,733 in February. The total accidents numbered 28, as against 13 in February.

The total benefits awarded in March amounted to \$354,753.37, of which \$205,071.10 was for compensation and \$149,682.27 for medical aid.

The accidents reported for the first quarter of 1933 numbered 8,111, as compared with 11,460 for the same period last year, and the total benefits awarded during the first quarter of 1933 were \$867,561.36, as compared with \$1,240,258.92 during the same period a year ago.

"Did you keep to the diet I prescribed for you?" "I've tried to, doctor, but it hasn't been easy."

"Nonsense! I said you were to eat what your three-year-old baby-boy eats."

"Yes, doctor, I know. Candies, pieces of coal, shoe-leases, tin-can-burners."

BREAD OF THE PAST

Various Kinds of Loaves and Qualities of Flour Baked in Middle Ages

The keen competition of loaves to the production of a variety of loaves to star and quality is not entirely a modern feature. Away back in the Middle Ages, so chroniclers of history tell, bread was made in a variety of ways and of varied degrees of fineness and color.

About the thirteenth or fourteenth century the finest and whitest bread was known as the "white bread," which was made of the finest of the finest wheat and of high rate. The white bread was used for the table of the nobles and the middle class, while the "brown bread" was used for the poor. An inferior kind of bread was known as "rye bread," made of rye and wheat, and the "black bread," made of various kinds of grain, including wheat, rye, and barley.

As far back as the thirteenth century, the profits of bakers were a matter for legislative enactment. A general regulation was to force from the days of King John until the reign of Edward I. In 1284, later, through England (the City of London perhaps excepted) that the profit of the baker was to be fixed at a certain amount. In London, only bakers who had held office were allowed to be bakers, and they were attended by foresters and parchment for a baker to be found selling loaves of any kind. Loaves of this kind were to have been some, times suggested into market by the baker or his wife, and the price of the bread was to be fixed by the baker or his wife. The daily call of the baker was, however, probably unknown in the Middle Ages.

TO STUDY NORTHERN LIGHTS

Mobile and Cedar Counties to Study the Aurora Borealis

Cherhill is the ideal location for studying the Aurora Borealis, because it is on a direct line between the magnetic pole and the path of the magnetic light frequency of aurora borealis.

This means that the "Northern Lights" are seen in their best colors and most frequent.

One of the purposes of the expedition is to determine the height of the aurora, which will be accomplished by photography and triangulation and by making astronomical observations.

Another purpose is to discover if the aurora phenomenon is connected with static electricity and terrestrial magnetism.

Captain Williams says he deduced the theory that static electricity and terrestrial magnetism were closely associated when he situated static electricity from gasoline trucks by providing an outlet for it to the form of a shaft attached to the chassis and dragging on the pavement. This method of discharging static electricity by providing an outlet for it to the form of a shaft attached to the chassis and dragging on the pavement. This method of discharging static electricity by providing an outlet for it to the form of a shaft attached to the chassis and dragging on the pavement.

Trucks running in an east-west direction or at right angles to the auroral arc are the most favorable for observing the aurora. Captain Williams said, showed a 40 per cent. increase of static potential over trucks travelling north-south.

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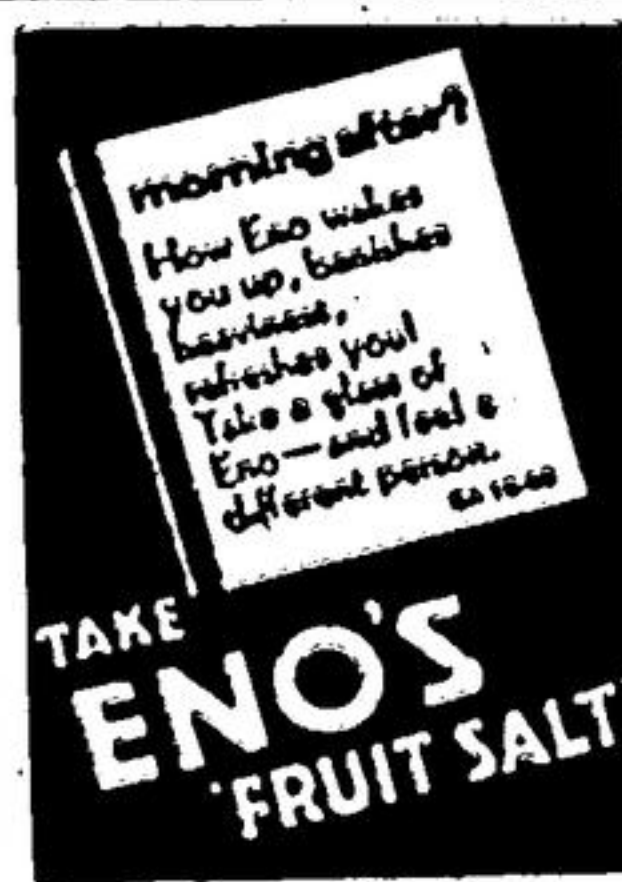
ENOS YOUR BOND

If you can sing a song of cheer At the beginning of the year, And thereby start some folks along With hearty shouts and hearty song, You may just make their whole year through A pleasant time—because of you.

If you can sing a song of hope, To greet some one inclined to weep, And make him see the sunshine bright, Where he saw but the gloom of night, Though but a little thing to do, His world is changed—because of you.

If you sing a song of peace, To help make needless strivings cease, It may be in a subtle way, But you persist in it each day, No falling of the hood 'twill do, The world is blessed—because of you.

So, don't forget to sing your song As you go travelling along. It may be simple—buddy song, But if it lifts your heart 'tis wrong, 'Tis message then will have some heed, You'll be somebody "friend indeed." —O. CARROLL SMITH



Instant Lightening Coleman Iron



SAVE WORK! YOU needn't be tied to a hot stove on heating days. Use the new Coleman Lamp & Coleman Cooker. Light, portable, economical, no gas, no oil, no fire, no smoke, no soot, no mess, no fuss, no bother, no expense.

ASK YOUR DEALER

Adds Zest to the Meal "SALADA" TEA "Fresh from the Gardens"



"Never mind—we'll soon fix that"

Mrs. Hendry was in great distress. She had broken her spectacles and the optician's in the city. "That means I can't go to the social tomorrow night," she said. "Whatever will I do?"

"Don't worry," Tom Hendry consoled her. "I'll just phone the optician right now and he can have a new pair here in tomorrow's mail."

In any emergency, great or small, your telephone is ready to help. Long Distance is easy to use, clear, quick and surprisingly inexpensive.

Long Distance is surprisingly inexpensive

SHOP IN GEORGETOWN

Be Loyal to the Merchants and Business Men in your Home Town ....

They offer you as good merchandise at as Low Prices as you can get elsewhere.

They pay a big proportion of the taxes to support the schools that educate your children and deserve your support.

Read the Advertisements in "THE HERALD"

and Shop in Georgetown